

Laffoon, Susan

From: Laffoon, Susan
Sent: Friday, October 03, 2003 4:47 PM
To: Bridger, Deanie
Cc: Counts, Mary Ellen
Subject: UPC Memo to TITL for MS #47
DSS: Yes

Deanie,

I've almost finished the UPC memo for MS#47 pickup. I'm waiting for several UPC's that I requested from Cathy Kidd (she is our new contact in Richmond, since Dee will no longer be our NY contact) on new brands that were introduced either nationally or regionally in 2003. I also forgot to ask David Lurch for the cities of sale for the Collector's Choice Series brands, so had to send him a second email.

I added the following new brands introduced in 2003 to the listing:

- Marlboro Blend No. 27 KS 20's (Box) - National (waiting for UPC)
- Marlboro Blend No. 27 KS 20's (SP) - National (waiting for UPC)
- Marlboro Menthol 72mm 20's (Blue Box) - Chicago test market, will be available at retail November 10, 2003
- Marlboro Menthol 72mm 20's (Green Box) - Philadelphia test market, will be available at retail November 10, 2003
- Parliament Limited Edition Lights KS 20's (Box) - Regional (waiting for cities & UPC)
 - Parliament Ultra Lights LS 20's (Box) - Regional
 - Parliament Ultra Lights Menthol LS 20's (Box) - Regional
 - Chesterfield KS 20's (Box) - Regional
 - Chesterfield 100 20's (Box) - Regional
 - Chesterfield Lights KS 20's (Box) - Regional
 - Chesterfield Lights 100 20's (Box) - Regional

There are two more brands that could **possibly be at retail by February 1, 2004** (TITL's deadline for pickup), but I have to check with Georgia or Vince.

- Marlboro 72mm 20's (Red Box) - New Brand meeting gave a retail date of February - test market Cincinnati or Cleveland & Omaha. This one is not yet listed in the configuration report (as of September 9).
- Marlboro Ultra Lights Filter Select KS 20's (Box) - New Brand meeting gave retail date of February 2 (may change) - test markets Phoenix & Minneapolis.

Please check your notes and files to make sure that I haven't omitted anything. I used the September cigarette configuration report as my template to check the brands. I filtered out all USA, removed all BP's, and removed all duplicates (such as special promotions, additional case sizes, etc). I'm attaching a copy of the list that resulted. I have added some notes, indicating whether they are included in the UPC Memo, added to the current memo, etc. Call me if you have questions. I will send you the final memo for review.

Susan Laffoon
804-274-2426

10/3/2003

PM3006907093